

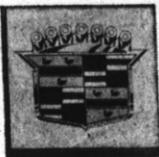
# GRAND

FINEST CADILLAC



President of  
**RONALD MORAN  
 CADILLAC, Inc.**

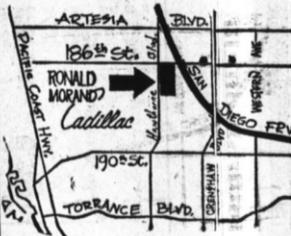
Ronald Moran has been a Cadillac dealer for the past 22 years. He started in Hermosa Beach at 25 Pacific Coast Highway in 1946. Ronald has been an advocate of the "service before sales" philosophy and his new five acre facility attests to his belief; 70% of the new Cadillac agency is devoted to auto service, and it is equipped with the latest techniques and hand-picked men who know your Cadillac. Mr. Moran is a past president of the Hermosa Beach Chamber of Commerce, a member of its Planning Commission and has served on the City Council.



**RONALD MORAN**  
*Cadillac*

**ONE  
 GIANT  
 LOCATION**

**18600 Hawthorne  
 Torrance  
 Phone 370-5666**



**SALES  
 MANAGER**

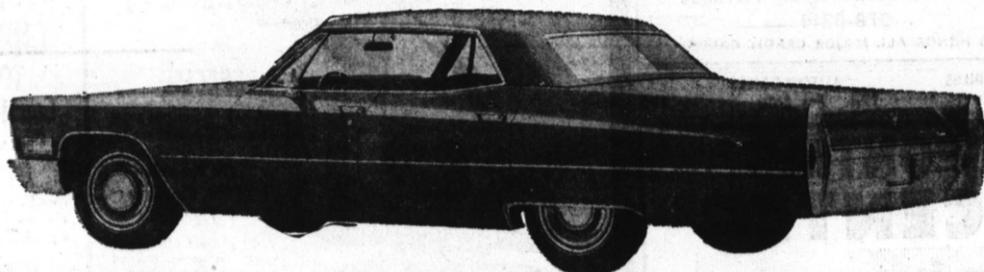
**ROBERT D. FROESCHLE** is a well known name in Cadillac circles. Bob has been in Cadillac sales in various capacities for the past 25 years. As Sales Manager of Ronald Moran Cadillac, he heads a staff of 15 sales representatives.



**OFFICE  
 MANAGER**

**GLENN E. DENNIS** has been with Ronald Moran Cadillac for the past 12 years. She comes out of the Northwest from Vancouver, B.C., and graduated from the University of Washington. She is a member of the Business and Professional Women's Association. She lives with her family of three in Torrance.

**NOW AT  
 MORAN  
 CADILLAC  
 CENTER**



**'68 CADILLAC SEDAN DeVILLE**

Highlighted by the new sculptured deck lid that provides more trunk space. Personalized from a selection of 21 exterior colors, 147 interior trim combinations, 76 in cloth, 67 in leather and 4 in vinyl.

**Our  
 75 Years  
 of Sales  
 Experience**

**GRAND  
 OPENING  
 MARCH 27  
 THROUGH  
 MARCH 31**



**1968 FLEETWOOD ELDORADO**

**"Styled For Tomorrow"**  
 Front wheel drive of the Eldorado is powered by Cadillac's new 472 cubic inch engine which produces 525 pounds of torque — the highest of any production passenger-car.

**OVER FIVE ACRES  
 DEVOTED TO  
 SERVICE**

**ROOM FOR  
 25 Cadillacs**

**On The Showroom  
 Floor... Located**

**at 18600 Hawthorne Blvd.  
 Torrance**

**You are cordially  
 invited to attend  
 Grand Opening  
 the finest auto  
 and service  
 in Southern  
 California.**